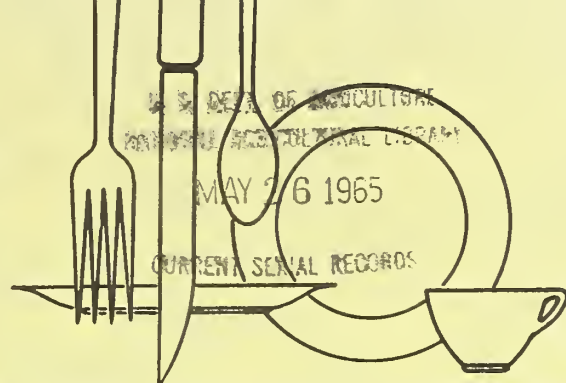


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FOOD PRE-VUE



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture
Agricultural Marketing Service

October 30, 1963
F P - 76

MEATS.....Cattle feeders expect to market about 15% more cattle during the last quarter of the year than a year earlier. Although average live weights have declined seasonally since mid-year, they are still 30 to 40 pounds or more higher than in that same period in 1962, adding further to total supplies of beef. Although relatively heavy movement of sheep and lambs can be expected this fall, slaughter is likely to continue below year-earlier levels. Slaughter rates of hogs this fall likely will average near October-December levels last year. Adding to the pork supply are much larger cold storage stocks than in 1962.

POULTRY:

Broiler-----The recent reduction in broiler hatchery activity indicates that fourth quarter supplies will be about the same as a year ago. Production, though, may increase early in 1964 if the seasonal rise in broiler chick output is achieved over the next few months.

Turkeys.....Producers are raising about 92.7 million birds this year, or about the same as last. This size turnout will be second only to the 1961 record of 108.1 million. Heavy breeds, estimated at 83.4 million birds, will be about the same as last year. Marketings may dip a little the balance of this year, compared with a year earlier. October 1 cold storage holdings totaled 246 million pounds--5% larger than a year ago and 37% above average for the date.

Eggs.....Fourth quarter production is likely to continue above a year earlier. And output early next year is also likely to be up, because of the large increase in the out-of-season hatch of egg-type chicks.

DAIRY.....Milk production this year will, in all likelihood, be slightly below last year's 125.9 billion pounds.

FRUITS:

Apples.....The U.S. crop is now estimated at nearly 122 million bushels. While that size crop is 3% below 1962, it's about the same as the 5-year average.

Cranberries...October 1 estimates place the crop at 1,328,000 barrels--about the same as last year but a tenth greater than average.

Grapes.....The total crop is estimated at a record 3,663,700 tons, which runs 14% larger than last year. California and Arizona, usually accounting for 90% of production, expect a record of 3,405,500 tons, or 17% greater than last year's crop.

Pears.....Estimates on October 1 are for a production of 19,221,000 bushels, which will be down a sharp one-third from 1962, and 32% below average.

Frozen.....Warehouse stocks on October 1 totaled 496 million pounds--17% smaller than a year ago and a tenth below average.

Fruits
Citrus.....The U.S. crop of Early, Midseason and Navel oranges--44.4 million boxes--is a fourth smaller than the previous season and 32% under the five-year average. The decrease is due to last year's Florida freeze. The Florida Early and Midseason crop, other than Temples, is estimated at 25 million boxes, down 43% from last season and 48% below average.

Temples, forecast at 3.5 million boxes, run much greater than last year's 2 million boxes. Florida Valencias are forecast at 36 million boxes--24% above last year but 12% below average. Florida's total orange crop this year is forecast at 64.5 million boxes--13% below last year and 30% under average. Estimates for California Valencias will not be released until December 10.

U.S. production of grapefruit--excluding California's other areas--is forecast at 32.3 million boxes--3% smaller than last year and slightly more than a fifth below average. Florida's grapefruit output is forecast at 27.5 million boxes--8% smaller than last year and 16% below average. Florida limes are placed at 420 thousand boxes--5% above last year and 38% above average.

On October 1 holdings of frozen orange concentrate totaled 27 million gallons, compared with 51 million a year earlier--however, 27 million gallons is average for that date.

TREE NUTS.....The overall crop of edible tree nuts this year will break all records. It's expected to reach more than 300 thousand tons, which will be 80% greater than last year's outturn. Pecans are forecast at an alltime record of 297 million pounds (148.5 thousand tons). That's over four times the size of last year's short crop and 66% above the 1957-61 average. Walnuts are estimated at 81,200 tons--slightly above last year and some 13% above average. Almonds, the second largest production of record, will total 70 thousand tons--46% greater than in 1962 and 35% above the five-year average. Latest estimates place filberts at 8,200 tons--5% larger than last year but 19% below the five-year average.

Peanuts.....Latest estimates point to 1 billion, 943 million pounds (971,640 tons). That is more than 270 million pounds above the five-year average.

VEGETABLES:

Fresh.....As of October 1, fall crops are expected to total 38.7 million hundredweight--8% below last year and 3% under average. Items in smaller supply than last fall are cabbage, carrots, cauliflower, celery, onions, and tomatoes. Among the major commodities, only lettuce will be in larger supply. Late fall spinach and late fall tomatoes are not included in this total.

Processing....Latest indicated tonnage of 8 vegetable crops for commercial processing is nearly 7 million, 400 thousand tons--15% below a year ago. Included in this estimate are green lima beans, snap beans, beets, contract cabbage for kraut, sweet corn, green peas, spinach and tomatoes.

Frozen.....Cold storage stocks on October 1 totaled 1 billion, 274 million pounds--about 2% more than a year earlier and 28% above average.

Potatoes.....Fall potato prospects indicate a production of nearly 194 million hundredweight. That's 2% above a year earlier and 9% above average. Estimates for all seasonal groups now total 273,368,000 hundredweight, or 2.5% above 1962. Sweet potato indications are for a crop of 16,957,000 hundredweight, which is 11% below last year's output.

RICE.....October 1 estimates place the crop at a record 67.3 million 100-pound bags. That production is 4% larger than last year and 34% above average.

The Plentiful Foods Program

MERCHANDISING OPPORTUNITIES:

Give Meat for Christmas